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Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

US Travel
Data Center

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Second Quarter 1987 Posts 4 Percent Gain

Travel by US residents during the second quarter grew 4 percent over levels recorded one year earlier, according to the US Travel Data Center's 1987 National Travel Survey Second Quarter Report.

The monthly telephone survey showed that travelers in April, May and June 1987 took 296 million person-trips. (A person-trip is measured each time anyone travels 100 miles or more away from home.)

Travel for sightseeing, outdoor recreation and entertainment purposes declined 4 percent.

Business/convention travel posted a 9 percent increase.

Auto/truck/RV travel grew 5 percent in 1987.

The South Atlantic region attracted the largest number of travelers, 21 percent.

The 1987 National Travel Survey Second Quarter Report will be sent to Data Center members in early February and is available to others for $80 prepaid from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. ##

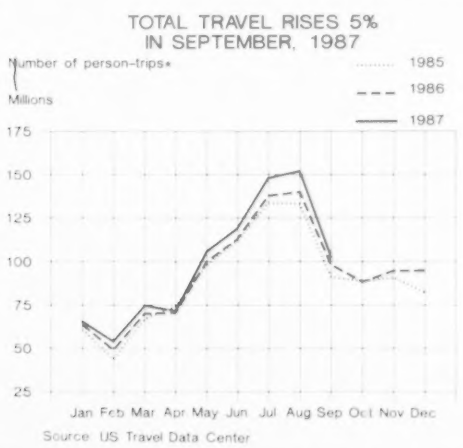
NOTES FROM THE DATA CENTER

Nancy Burns has joined the US Travel Data Center as a research analyst.

Sharon Hancock recently became the membership assistant, replacing Alison Nichelson who has been promoted to computer analyst. ##

September Travel Gains 5 Percent

Travel during September increased 5 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.



The monthly telephone survey reported that travelers in September 1987 took 103 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Pleasure travel rose 11 percent, while business/convention travel stayed about the same as September 1986.

Weekend travel fell 9 percent compared to last year's levels.

Travelers who stayed in hotels/motels rose 11 percent.

Auto/truck/RV travel increased 13 percent, and air travel rose 4 percent.

The average trip duration, 5.1 nights, rose from 4.7 nights in 1986, but the average domestic round-trip distance dropped to 850 miles from 1020 miles in September 1986. ##

Travel Prices Remain Constant In November

The cost of travel in November 1987 remained virtually unchanged from October, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), rose 0.1 percent in November.

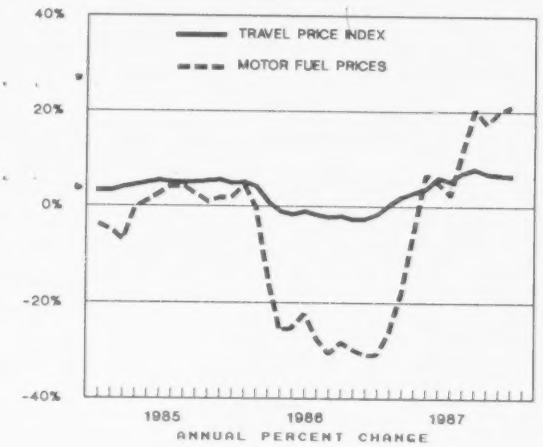
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, stayed at 403.9 (1967=100) from October to November.

The declines in several of the index's components were offset by increases in others. Lodging prices, falling for the third month in a row, declined 0.9 percent. Airline fares, however, gained 1.0 percent and food/beverage costs increased 0.3 percent.

Both motor fuel and intracity public transportation prices remained unchanged from October. This was only the second month since November 1986 that motor fuel prices did not increase.

Since November 1986, the TPI has risen 6.5 percent while the CPI has gained 4.5 percent. Motor fuel prices have led the rise in travel prices with a 21.1 percent increase since November 1986. ##

ANNUAL MOTOR FUEL PRICES CONTINUE TO SURPASS GAINS IN TPI



Monthly and Annual Rates of Change in the Travel Price Index and Components
November 1987

TPI Component	Monthly Percent Change October 1987 to November 1987	Annual Percent Change November 1986 to November 1987
Transportation	0.4	13.7
Airline Fares	1.0	4.2
Other Intercity Trans.	-0.7	1.3
Intracity Public Trans.	0.0	2.1
Motor Fuel	0.0	21.1
Lodging	-0.9	3.5
Food and Beverages Away From Home	0.3	3.8
Entertainment	-0.2	1.8
TRAVEL PRICE INDEX	0.0	6.5
CONSUMER PRICE INDEX	0.1	4.5

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $55. per year, U.S., Canada and Mexico; other foreign countries, $65. per year, payable in U.S. funds only.

News Briefs

Tourism Unity Week, which brings together travel industry leaders and representatives of the congressional and executive branches of government to discuss travel and tourism issues, begins February 22, 1988, in Washington, D.C.

The second annual Travel Review Conference, sponsored jointly by the Travel and Tourism Research Association (TTRA) and the U.S. Travel and Tourism Administration (USTTA), kicks off the week. The conference will review 1987 and offer new statistics on travel.

The fee for the conference for TTRA members, TTRA Washington Chapter local members and for International Marketing conferees is $140. For others the fee is $165. Late registration is $175. Make checks payable to TTRA and mail to Mari Lou Wood, Travel and Tourism Research Association, P.O. Box 8066, Foothill Station, Salt Lake City, Utah 84108. For more information call (801) 581-3351.

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On February 23-25, USTTA will present the fourth annual International Marketing Conference, for both those promoting travel to the United States and market experts from overseas.

The cost of the International Marketing Conference is $200 (prepaid). Send checks to USTTA, U.S. Department of Commerce, H1520, Attention: International Marketing Conference, Washington, D.C. 20230. For more information call Karen Cardran (202) 377-0140.

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Topping off the week, the Sixth Annual Tourism Industry Unity Dinner, will be held on February 24, at the Grand Hyatt Hotel in Washington, D.C.

The dinner is sponsored by the Travel and Tourism Government Affairs Council, an affiliate of the Travel Industry Association of America.

The Unity Dinner proceeds, $250 a person or $2,000 per table of ten, will be used to continue the council's issue research and policy studies.

For further information call Donnie Layne at (202) 293-5407. ##

Visitor Volume at National Parks

Region	OCT 1987 visits	Change from OCT 1986 (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	1,380,962	1	14
MIDDLE ATLANTIC	2,821,196	4	19
SOUTH ATLANTIC	10,400,603	19	-3
EAST SOUTH CENTRAL	2,361,709	-3	-17
EAST NORTH CENTRAL	386,037	17	13
WEST NORTH CENTRAL	517,796	14	2
WEST SOUTH CENTRAL	728,990	20	-1
MOUNTAIN	2,905,743	17	8
PACIFIC	4,033,078	4	5
TOTAL	25,536,114	11	2

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Oct	$ 4,547 million	7.9	10.0	8.6
Eating and drinking places(2)	Oct	$12,644 million	0.8	2.3	6.6
Gasoline service stations(2)	Oct	$ 7,591 million	-0.8	10.9	1.9
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Oct	61.7 percent	-4.9	-0.6	1.1
Real demand for commercial lodging(4)	Oct	61.1 million	7.9	6.1	5.2
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Oct	25.1 billion	6.8	5.3	9.1
International revenue passenger-miles	Oct	6.7 billion	-7.4	30.8	27.2
Highway traffic volume(6)					
Rural arterial vehicle miles	Oct	40.8 billion	0.4	5.5	4.9
Rail passenger traffic(7)					
Amtrak passenger-miles	Oct	488.0 million	3.8	12.[illegible]	5.6
Travel Price Index(8)	Oct	403.9	-0.9	6.[illegible]	5.4
U.S. resident travel(9)					
Total person-trips	Sep	102.6 million	-32.5	4.5	5.9
Vacation person-trips	Sep	94.2 million	-38.5	1.4	2.6
Total person-nights	Sep	444.7 million	-44.7	-3.6	2.4
Vacation person-nights	Sep	320.0 million	-48.9	3.2	-2.2
Public use of national parks(10)					
Visits	Oct	25,536,114	-9.3	11.0	2.0
Overnight stays	Oct	1,148,053	-42.4	9.0	8.0
Foreign arrivals in U.S.(11)					
From overseas	Sep	951,527	-23.7	18.1	18.3
From Canada	Oct	946,712	-10.8	17.1	13.5
From Mexico	Sep	71,030	-38.9	10.7	16.4
U.S. citizen departures(12)					
To overseas	Sep	1,333,109	-17.6	18.4	30.4
To Canada	Oct	877,832	-60.9	-2.6	-7.1
Domestic demand for motor gasoline(13)					
Barrels per day	Oct	7,289 thousand	1.7	0.5	2.1

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

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